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INSTITUTION	American Library Association Video/Library Video Network, Towson, MD.
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NOTE	Running time: 23 minutes. Comes with companion printed booklet entitled "Library Advocates Handbook."
AVAILABLE FROM	American Library Association Video/Library Video Network, 320 York Road, Towson, MD 21204-5179 ($99).
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IDENTIFIERS	Public Awareness

ABSTRACT

Libraries are one of the world's greatest assets. Changes in the political, social, and economic climate in the U.S. mean that people cannot take public access to information for granted. Intense competition for public, private, and institutional dollars makes it more crucial than ever that policymakers understand that libraries--public, school, academic, local, state, and national--provide essential services in the information age. Librarians, library staff members, board members, trustees, and library friends must all be library advocates. This videotape shows how to be a library advocate, covering the following topics: how to build an effective advocacy network; mounting a public awareness campaign; how to develop a message worth repeating and be an effective spokesperson; tips for dealing with the media; making contacts with legislators and being an effective legislative advocate; and keeping in touch with the community. The "Library Advocate's Handbook" accompanies the video and provides complementary information; it is referred to in the video. The handbook is designed for use in Library Advocacy Now! workshops, but can also be used independently. The handbook also contains a library advocate's checklist. (Author/SWC)

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